



35A0755 /LQM 1733-2001 (WESDIG.049A)

PATENT

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : William P. Price et al.

Group Art Unit 2611

Appl. No. : 09/773,940

Filed : January 31, 2001

For : SYSTEM AND METHOD FOR  
SELECTING CONTENT TO BE  
PRESENTED TO A USER

Examiner : Ngoc K. Vu

**AMENDMENT AND RESPONSE TO JUNE 22, 2005 FINAL OFFICE ACTION**

Mail Stop AF  
U.S. Patent and Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the June 22, 2005 Final Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

**Amendments to the Claims:** Begin on page 2 of this Response.

**Remarks:** Begin on page 7 of this Response.

08/16/2005 EAREGAY1 00000084 09773940

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